



WDAF-TV

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Contract Revision

557037

Flight Dates 10/29/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012

Estimate # Oct 29-Nov 6, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
3	4	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	22-----		4				\$600.00		0.00			
4	4	10/30/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	11111--	:30	5	\$375.00	3	0.00	NM	11	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2212--		7				\$375.00		0.00			
		Week: 11/05/12	11/11/12	22-----		4				\$375.00		0.00			
5	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$300.00		0.00			
6	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$300.00		0.00			
7	4	11/02/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11--1--	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$200.00		0.00			
8	4	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	11-1---	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---		2				\$100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$100.00		0.00			
9	4	10/31/12	10/31/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$100.00		0.00			
10	4	10/30/12	10/30/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$100.00		0.00			
11	4	11/06/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----		1				\$200.00		0.00			
12	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$100.00		0.00			
13	4	10/31/12	10/31/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	--1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1---		1				\$100.00		0.00			
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	22222--	:30	10	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2222--		8				\$100.00		0.00			
		Week: 11/05/12	11/11/12	2-----		2				\$100.00		0.00			



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Original Date / Revision 10/29/12/ 10/29/12				Order Sep 00:15:00											
Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012											Estimate # Oct 29-Nov 6, 2012				
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
														Amount	
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	22222--	:30	10	\$100.00	3	0.00	NM	10	\$1,000.00
15	4	10/30/12	11/06/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	22222--	:30	10	\$250.00	3	0.00	NM	10	\$2,500.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-2222--		8	\$250.00			0.00					
		Week: 11/05/12	11/11/12	2-----		2	\$250.00			0.00					
16	4	10/30/12	11/06/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11111--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-1111--		4	\$600.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$600.00			0.00					
17	4	10/30/12	11/06/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	11111--	:30	5	\$900.00	2	0.00	NM	5	\$4,500.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-1111--		4	\$900.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$900.00			0.00					
18	4	11/03/12	11/03/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----1-	:30	1	\$250.00	2	0.00	NM	1	\$250.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-----1-		1	\$250.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	4	10/29/12-11/04/12	Sa 5-6p		5-6p				-----Sa--	:30	(\$250.00)	0.00	NM		
		See MG 18.2													
		[Program Change]													
2	4	10/30/12-10/30/12	M-F 1102-1132p			M-F 1102p-1132p			-T-----	:30	\$250.00	0.00	NM		
		(@) MG for 18.1 11/03													
19	4	10/30/12	11/06/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	1	0.00	NM	5	\$11,000.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-1111--		4	\$2,200.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$2,200.00			0.00					
21	4	11/05/12	11/05/12	Monday Prime A	CM-All	7p-8p	1-----	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
		FOX Prime Monday	7-8p												
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 11/05/12	11/11/12	1-----		1	\$2,100.00			0.00					
22	4	11/05/12	11/05/12	Monday Prime B	CM-All	8p-9p	1-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
		FOX Prime Monday	8-9p												
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 11/05/12	11/11/12	1-----		1	\$1,800.00			0.00					
23	4	10/30/12	10/30/12	Tuesday Prime B	CM-All	8p-9p	-1-----	:30	1	\$2,000.00	3	0.00	NM	1	\$2,000.00
		FOX Prime Tuesday	8-9p												
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-----1-		1	\$2,000.00			0.00					
24	4	11/01/12	11/01/12	X Factor Thursday	CM-All	7-9p	---1---	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
		FOX X Factor													
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	---1---		1	\$2,000.00			0.00					
E 25	4	11/01/12	11/01/12	Thursday Prime B	CM-All	8p-9p	---1---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00
		FOX Prime Thursday	8-9p												
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	---1---		1	\$2,800.00			0.00					



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Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012

Estimate # Oct 29-Nov 6, 2012



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Contract / Revision 557037 Flight Dates 10/29/12-11/06/12											Hiatus Dates					
Original Date / Revision 10/29/12/ 10/29/12				Order Sep 00:15:00												
Advertiser McCaskill/D/MO/US Senate Product Oct 29-Nov 6, 2012											Estimate # Oct 29-Nov 6, 2012					
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
35	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a		---1---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	---1---		1	\$600.00	0.00								
36	4	10/30/12	10/30/12	M-F 7-9a M-F 7-9a	CM-All	7-9a		-1-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-1-----		1	\$375.00	0.00								
37	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a		---1---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	---1---		1	\$200.00	0.00								
38	4	10/30/12	11/02/12	M-F 10-11a M-F 10-11a	CM-All	10-11a		-1--1--	:30	2	\$100.00	3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-1--1--		2	\$100.00	0.00								
39	4	10/29/12	10/29/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a		1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	1-----		1	\$100.00	0.00								
40	4	10/31/12	10/31/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p		--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	--1----		1	\$100.00	0.00								
41	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p		1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	1-----		1	\$200.00	0.00								
42	4	10/30/12	11/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p		11-11--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-1-11--		3	\$600.00	0.00								
		Week: 11/05/12	11/11/12	1-----		1	\$600.00	0.00								
43	4	10/29/12	11/01/12	M-F 6-630p M-F 6-630p	CM-All	6-630p		1--1---	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	1--1---		2	\$900.00	0.00								
44	4	10/29/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p		1-1-1--	:30	3	\$2,200.00	2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	1-1-1--		3	\$2,200.00	0.00								
45	4	11/03/12	11/03/12	Sa 630-7p Sa 630-7p	CM-All	Sa 630-7p		-----1-	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1-		1	\$800.00	0.00								
46	4	10/29/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p		11211--	:30	6	\$1,200.00	2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	11211--		6	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	1-----		1	\$1,200.00	0.00								
47	4	10/29/12	11/05/12		CM-All	1030-1102p		11111--	:30	5	\$400.00	3	0.00	NM	6	\$2,400.00



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Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				M-F 1030-1102p												
				M-F 1030-1102p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	11111--		5	\$400.00	0.00								
		Week: 11/05/12	11/11/12	1-----		1	\$400.00	0.00								
														Totals	148 \$91,850.00	